



### Ad Hoc Chair Report 2020

Report from: Ulkar Mammadova, Chair  
Reporting Period: November 2019 – April 2021

### Mandate

Bring awareness of athletic therapy to Health Benefit Coordinators, in order to increase demand for insurance coverage.

### Accomplishments

Updated the list of top 75 companies in Alberta along with the letter to be sent, in order to approach them for inclusion of athletic therapy in their health benefits coverage. Assisted the Marketing Chair and Communicatto with AATA re-branding and marketing strategy.

### Plans

Upon successful completion of AATA re-branding, better athletic therapy awareness in Alberta and better social media presence, Health Benefit Coordinators will be contacted with a request to include athletic therapy as part of their health insurance plan.